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2165
\$

June 5, 2002

In re Patent Application of:

Attorney Docket No.: **56490.000002**

David VERCHERE

Application No.: 09/441,204

Group Art Unit: 2165

Filed: November 16, 1999

Examiner: Robert M. Pond

Title: METHOD AND SYSTEM FOR ACQUIRING BRANDED PROMOTIONAL
PRODUCTS

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Technology Center 2100

[BOX FEE]

Director of the United States Patent and Trademark Office
Washington, DC 20231

Transmitted herewith is an amendment in the above-identified application. Fees have been calculated as shown below:

CLAIMS AS AMENDED						
	Claims Remaining After Amendment	Highest Number Previously Paid For	Extra	Rate		Amount
				Large Entity	Small Entity	
Number of Claims in Excess of 20	12	20	0	\$ 18.00	\$ 9.00	\$ 0.00
Independent Claims in Excess of 3	3	4	0	\$ 84.00	\$ 42.00	\$ 0.00
First Presentation of Multiple Dependent Claims				\$ 280.00	\$ 140.00	\$ 0.00
Extension Fee: a) One Month b) Two Months c) Three Months d) Four Months e) Five Months				\$ 110.00	\$ 55.00	\$ 0.00
				\$ 400.00	\$ 200.00	\$ 0.00
				\$ 920.00	\$ 460.00	\$ 460.00
				\$1440.00	\$ 720.00	\$ 0.00
				\$1960.00	\$ 980.00	\$ 0.00
Other:						\$ 0.00
TOTAL FEE DUE						\$460.00



No additional fee is required.



A check in the amount of \$ **460.00** is attached.



Charge \$ _____ to Deposit Account No. 50-0206.



Charge any additional fees or credit any overpayment to Deposit Account No. 50-0206.



Small Entity Status Claim:



is hereby requested.



is of record in this application.

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GROUP 3600

Respectfully submitted,

By:

Yisun Song
Registration No. 44,487

YS/vrp



11/ Reg H. Line
APR 6/14/02
PATENT

Attorney Docket No. 56490.000002

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:

David VERCHERE

Serial Number: 09/441,204

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For: METHOD AND SYSTEM FOR ACQUIRING BRANDED PROMOTIONAL PRODUCTS

Director of the United States Patent and Trademark Office
Washington, DC 20231

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GROUP 3600

Sir:

**PETITION FOR THREE MONTH EXTENSION OF TIME
AND RESPONSE TO PAPER NO. 10**

PETITION FOR THREE MONTH EXTENSION OF TIME

Applicant respectfully petitions the Director of the U.S. Patents and Trademarks Office for a three-month extension of time under 37 C.F.R. § 1.136(a) for responding to the Office Action dated December 5, 2001. Accordingly, it is respectfully requested that a three-month extension of time until June 5, 2002 be granted.

Submitted herewith is a check for \$460.00 to cover the fee for the Extension under 37 C.F.R. § 1.17(c). Any deficiency in or overpayment of this fee should be charged or credited to Deposit Account No. 50-0206. A duplicate copy of this sheet is enclosed.

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Reg. Practitioner
Zim

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AMENDMENT

Please cancel claims 1-9 and 11-19 without prejudice. Please amend claims 10 and 20, as indicated on Attachment A and B. Please add new claims 21-30.

RESPONSE TO PAPER NO. 10

In the Office Action dated December 5, 2001, claims 1-4, 6-9, 11-14 and 16-19 have been rejected under 35 U.S.C. §103 as being unpatentable over Chelliah et al (US Pat No. 5,710,887) in view of PR Newswire ("PromoMart.com Inventory Doubles in Size," 20 January 1999). In addition, claims 5 and 15 have been rejected under 35 U.S.C. §103 as being unpatentable over Chelliah et al in view of PR Newswire and in further view of Giovannoli (U.S. Pat. No. 5,758,328). Similarly, claims 10 and 20 have also been rejected under 35 U.S.C. §103 as being unpatentable over Chelliah et al in view of PR Newswire and in further view of Giovannoli (U.S. Pat. No. 5,758,328).

Chelliah et al discloses an electronic mall with a plurality of storefronts, internal subsystems and external subsystems. There is no mention or teaching of a branded promotional products module in Chelliah et al. In particular, there is no mention of accessing information on branded or non-branded products, as alleged by the Office Action (page 3, lines 2-3). Further, there is no disclosure or teaching of establishing a storefront for the purpose of posting content related to a particular industry, such as the promotional products industry, as alleged by the Office Action (page 3, lines 9-10).

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PromoMart.com has been applied by the Office Action to show an online source of imprinted business gifts on the Web featuring products having a customer's personal brand or logo for purchase. However, the PromoMart.com reference fails to teach the invention as claimed by Applicants. In particular, as presented in new claims 21 and 26, the references either alone or in combination fail to show or make obvious a combination of the following features: a product database; a vendor entry point interface; a vendor showcase module; a branded promotional products module; a reseller showcase module; and a company logo store as claimed by Applicant.

As for the bidding module claimed in amended claims 10 and 20, the Office Action applies a third reference Giovannoli to teach a communications network that connects buyers with vendors for processing requests for quotation for goods and services. Giovannoli fails to teach or make obvious the claimed invention including a bidding module for enabling at least one vendor to bid on a presented order wherein the order is related to a branded promotional products, as claimed by Applicant.

Chelliah et al provides a general disclosure of an electronic mall with various subsystems without any teaching or motivation for providing a branded promotional products module as claimed by Applicant. There is no teaching nor would it have been obvious to one of ordinary skill in the art to modify Chelliah et al based on a general teaching of an online source of imprinted gifts to provide the invention as claimed by Applicant. In particular, the references alone or in combination fail to show or make obvious the claimed combination of a product database; a vendor entry point interface; a vendor showcase module; a branded promotional

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products module; a reseller showcase module; and a company logo store as claimed by Applicant. Further, the references fail to teach a bidding module enabling resellers or customers to present orders and further enabling a vendor to bid on the presented order as related to branded promotional products.